

## Audience

- ✓ **Primary care:** GPs, Nurses, Pharmacists
- ✓ **Secondary care:** Nurse specialists, Junior doctors, Specialists, Consultants

## Specification

Paperback: 96 pages (tbc)  
Product dimensions: 148 x 210 mm  
Binding: perfect bound  
Colour: 4-colour cover; 2-colour text

# Evidence & Efficacy: Inhaled Bronchodilator Therapy

## Rationale

Evidence-based medicine is now the 'gold standard' for evaluation of treatments in disease management. The foundations of evidence-based medicine are controlled clinical trials, of which there are a considerable number of published trials in each field of medicine that are constantly being added to with new studies. Keeping abreast of the latest trials and their critical appraisal by the scientific community at large can thus be a challenge to the physician, whether they are in primary or secondary care.

The *Evidence & Efficacy* series provides a convenient collection of the most important controlled clinical trials in particular medical specialties, reviewing the important pharmacological properties, clinical efficacy, safety and tolerability of new or established agents and defining their clinical potential or most appropriate place in therapy.

Topics are selected for evaluation/critical appraisal on the basis of a combination of intrinsic interest, timing (to co-incide with the appearance of early findings of clinical interest or a new product launch), increasing patterns of use in global markets and a wealth of evidence requiring objective critical appraisal.

Each book in the *Evidence & Efficacy* series contains approximately 30–50 structured synopses based on landmark studies within the field, accompanied by illustrations of the key clinical findings/outcome evidence and expert commentaries, extracting the principal messages relating to clinical and prescribing practice, written by invited key opinion leaders.

We hope that the *Evidence & Efficacy* series will stimulate readers to reflect on and update their knowledge and ability to deal with the presentations discussed.

## Evidence & Efficacy: Inhaled Bronchodilator Therapy

Trial categories will include the following:

- Prophylactic bronchodilation
- Bronchodilation in patients with COPD
- Delivery of bronchodilators in children with mild, moderate and chronic asthma
- Delivery of bronchodilators in adults with mild, moderate and chronic asthma
- Delivery of bronchodilators in children with acute asthma
- Delivery of bronchodilators in adults with acute asthma
- Comparative bronchodilator efficacy
- Efficacy of compound bronchodilator therapy
- Meta-analyses for efficacy, safety and cost-benefit calculations

## Bulk distribution

All our publications are available for bulk distribution in markets around the world and have proved extremely popular with industry sponsors as key educational items for clinicians. We can offer significant discounts for purchasing in bulk and across related titles. Other opportunities include: translated versions, custom covers, bookmarks, bellybands, competitive print lead times, tailored deliveries to suit rep visits and/or direct mailings, an efficient and friendly customer service.

## More information

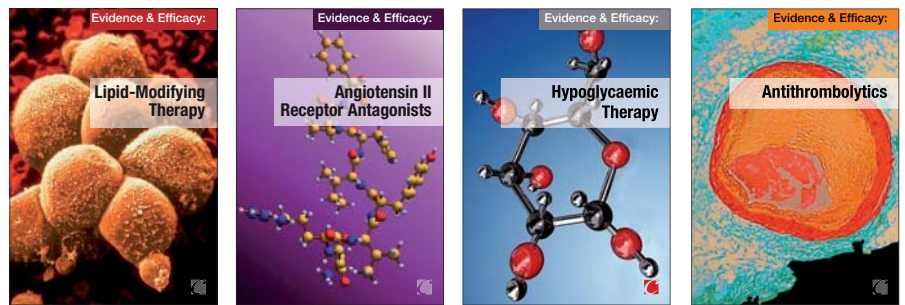
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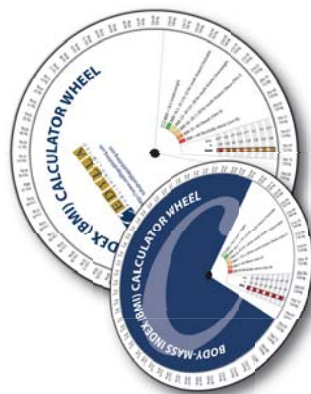
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## Other complementary health-promotion items

### The 10-minute consultation series



### BMI Calculator Wheel



### Waist Measurement Tape

